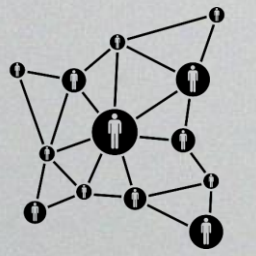
Diploma in Blogging & Content Marketing – Part I



Lesson 3

The Importance Of SEO

Presented by:

David Howard

Course Educator

Lesson 3

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- What is SEO?
- Understanding Your Metadata
- How To Find Your Most Searched For Keywords?
- The Value of Original Content
- Summary

- Blog Review
- Q & A

What is SEO?

What is SEO?

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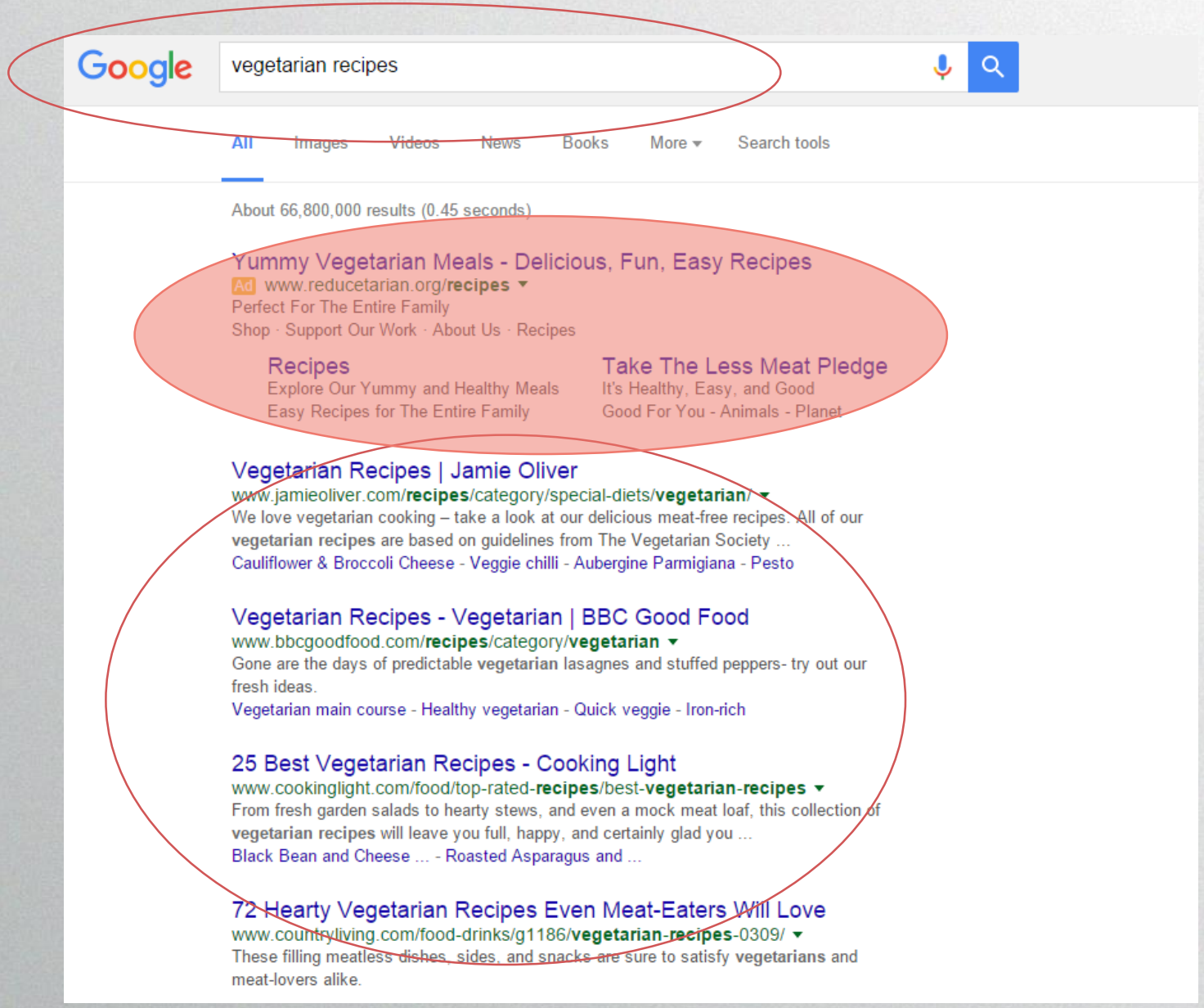
SEO stands for "search engine optimization." It is the process of getting traffic from the **"free," "organic," "editorial" or "natural"** search results on search engines.

Search Engine Land

What is SEO?

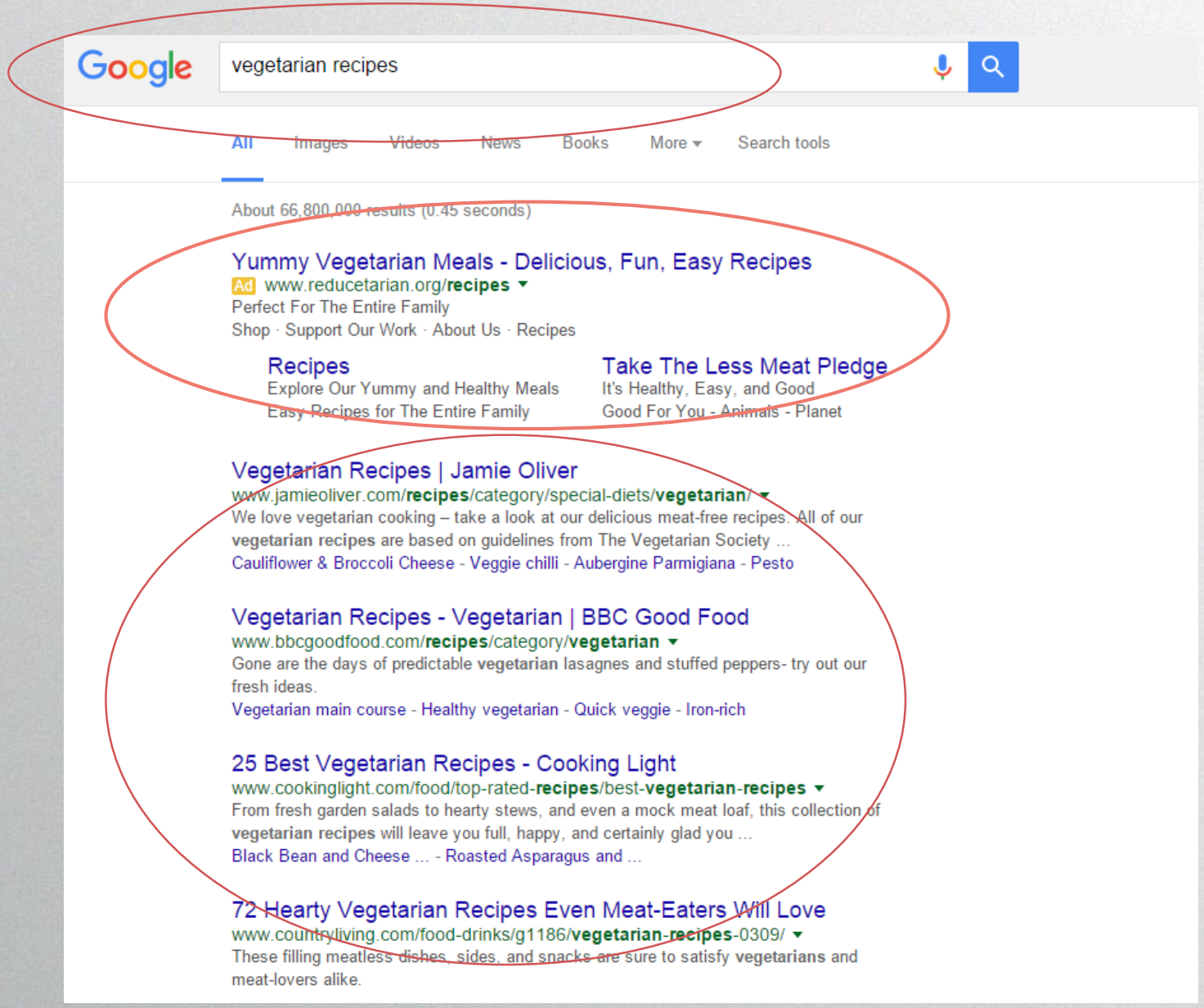

Google
vegetarian recipes
All
Images
Videos
News
Books
More
Search tools
About 66,800,000 results (0.45 seconds)
Yummy Vegetarian Meals - Delicious, Fun, Easy Recipes
Ad www.reducetarian.org/recipes
Perfect For The Entire Family
Shop · Support Our Work · About Us · Recipes
Recipes
Explore Our Yummy and Healthy Meals
Easy Recipes for The Entire Family
Take The Less Meat Pledge
It's Healthy, Easy, and Good
Good For You - Animals - Planet
Vegetarian Recipes | Jamie Oliver
www.jamieoliver.com/recipes/category/special-diets/vegetarian/
We love vegetarian cooking – take a look at our delicious meat-free recipes. All of our vegetarian recipes are based on guidelines from The Vegetarian Society ...
Cauliflower & Broccoli Cheese - Veggie chilli - Aubergine Parmigiana - Pesto
Vegetarian Recipes - Vegetarian | BBC Good Food
www.bbcgoodfood.com/recipes/category/vegetarian
Gone are the days of predictable vegetarian lasagnes and stuffed peppers- try out our fresh ideas.
Vegetarian main course - Healthy vegetarian - Quick veggie - Iron-rich
25 Best Vegetarian Recipes - Cooking Light
www.cookinglight.com/food/top-rated-recipes/best-vegetarian-recipes
From fresh garden salads to hearty stews, and even a mock meat loaf, this collection of vegetarian recipes will leave you full, happy, and certainly glad you ...
Black Bean and Cheese ... - Roasted Asparagus and ...
72 Hearty Vegetarian Recipes Even Meat-Eaters Will Love
www.countryliving.com/food-drinks/g1186/vegetarian-recipes-0309/
These filling meatless dishes, sides, and snacks are sure to satisfy vegetarians and meat-lovers alike.

Search term

Advertisements

Organic search results

What is SEO?


Google
vegetarian recipes
All
Images
Videos
News
Books
More
Search tools
About 66,800,000 results (0.45 seconds)
Yummy Vegetarian Meals - Delicious, Fun, Easy Recipes
Ad www.reducetarian.org/recipes
Perfect For The Entire Family
Shop · Support Our Work · About Us · Recipes
Recipes
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Search term

Advertisements

- Budget
- Quality of ad
- Landing page experience

Organic search results

- Keywords
- Content
- Links

What is SEO?

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What does a campfire have in common with SEO?

What is SEO?

Homepage

Products

- Men
- Women
- Children

Reviews

- Customers

About Us

Blog

Mon	Fri	Mon	Fri
Fri	Mon	Mon	Fri
Mon	Fri	Mon	Fri

Understanding Your Metadata

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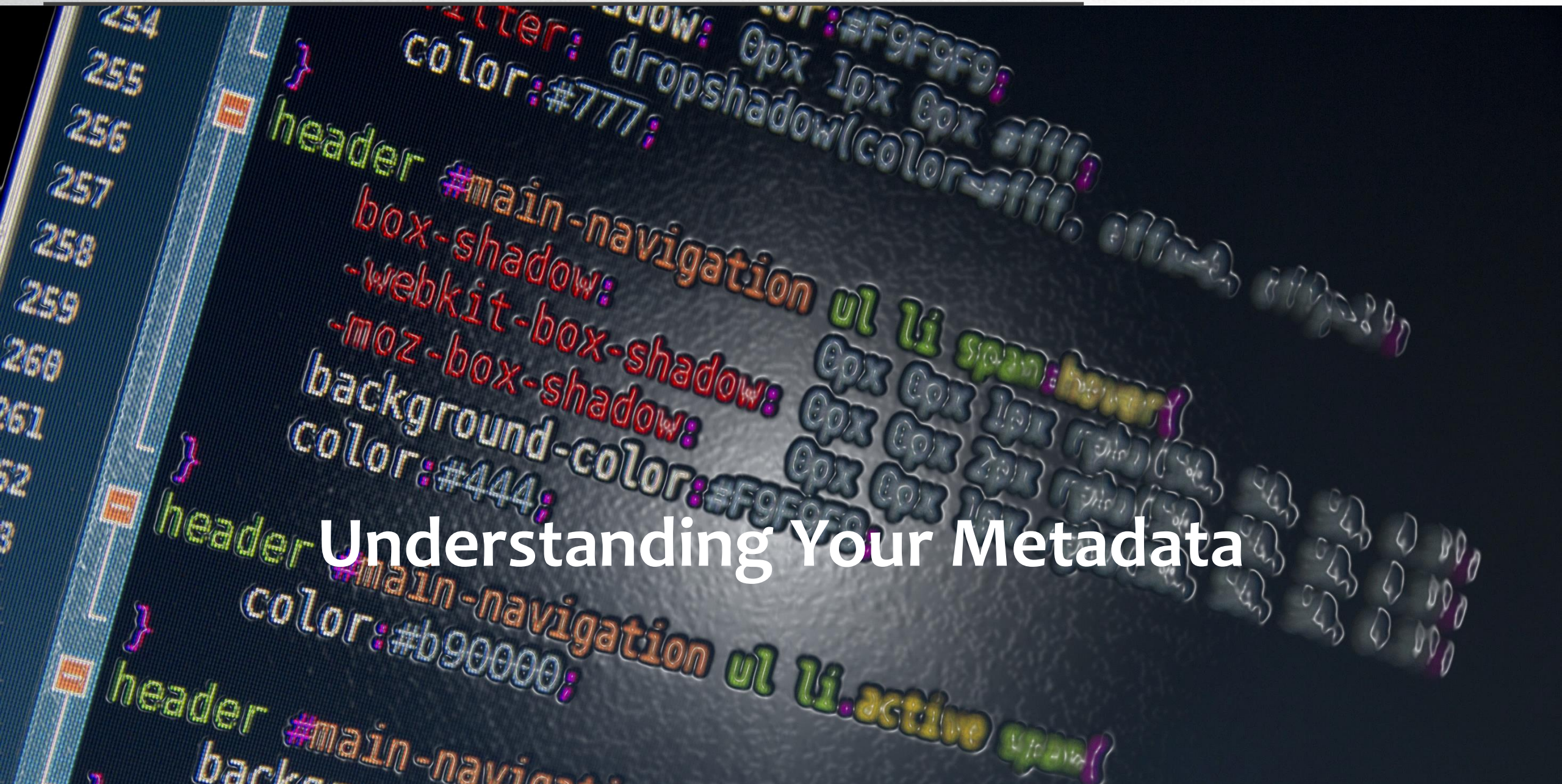

Understanding Your Metadata

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Lunar New Year Google Doodle Welcomes In The Year Of The Fire Monkey

Based on the Chinese Zodiac, the monkey sign is associated with a quick-wit and intellect.

Amy Gesenhues on February 8, 2016 at 7:47 am

Today's Google doodle marks the first day of the Lunar New Year and welcomes in the year of the Fire Monkey.

When illustrating the logo, Doodler Alyssa Winans drew the family of monkeys using the same fiery red color of the traditional red envelopes often exchanged on Asian holidays.

As the Lunar New Year is primarily celebrated in China and other Asian countries like Korea, Mongolia, and Vietnam, the doodle has a limited reach, only being displayed on a handful of Google's home pages. (Google's Vietnam home page received its own Lunar New Year Doodle.)

Titles

```
<!-- This site is optimized with the Yoast SEO plugin v2.3.5 - https://yoast.com/wordpress/plugins/seo/ -->
<title>Lunar New Year Google Doodle Welcomes In The Year Of The Fire Monkey</title>
<meta name="news_keywords" content="alyssa winans, chinese new year, year of the monkey, google logo" />
<link rel="original-source" href="http://searchengineland.com/lunar-new-year-google-doodle-welcomes-in-the-year-of-the-fire-monkey-24
/>
<meta name="description" content="Based on the Chinese Zodiac, the monkey sign is associated with a quick-wit and intellect."/>
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<meta property="og:title" content="Lunar New Year Google Doodle Welcomes In The Year Of The Fire Monkey" />
<meta property="og:description" content="Based on the Chinese Zodiac, the monkey sign is associated with a quick-wit and intellect."
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<meta property="og:site_name" content="Search Engine Land" />
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<meta name="twitter:site" content="@sengineland"/>
<meta name="twitter:domain" content="Search Engine Land"/>
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<meta name="twitter:creator" content="@AmyGesenhues"/>
<!-- / Yoast SEO plugin. -->
```

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Descriptions

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Image Alt Text

```
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<meta name="twitter:image" content="http://searchengineland.com/figz/wp-content/seloads/2016/02/lunar-new-year-2016.jpg"/>
<meta name="twitter:creator" content="@AmyGesenhues"/>
<!-- / Yoast SEO plugin. -->
```

Keyword Management

Keyword Management

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Why is it important to understand what SEO is?

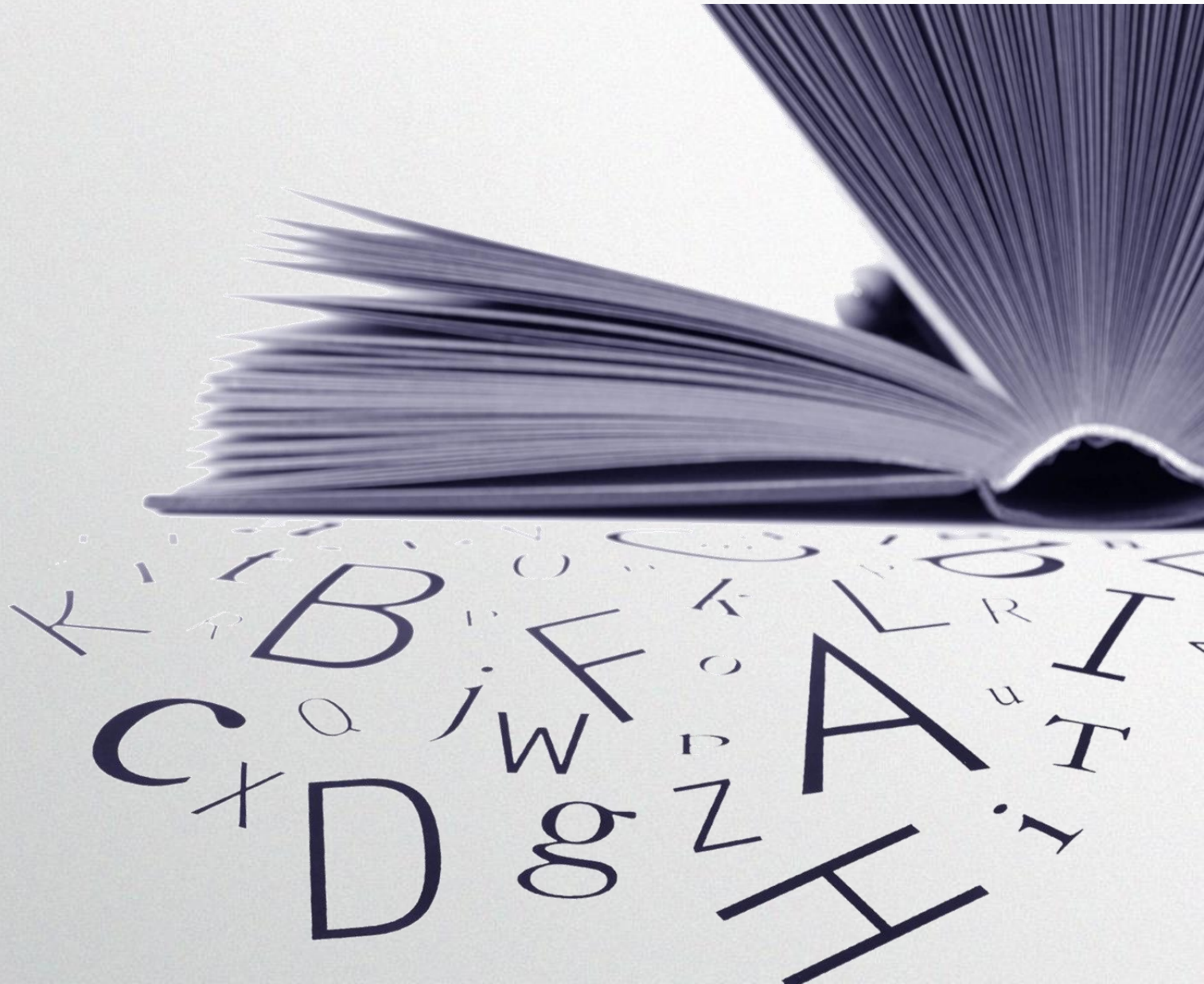
- Users turn to search engines for answers, it helps being at the top of the results
- SEO will enhance the performance of your blog
- It will improve your general understanding of how the internet operates
- It will give you another opportunity to outperform any competition in your area

Keyword Management

Blog Post Title

Be conscious that your url matters

Litter some keywords within each blog post



Keyword Management

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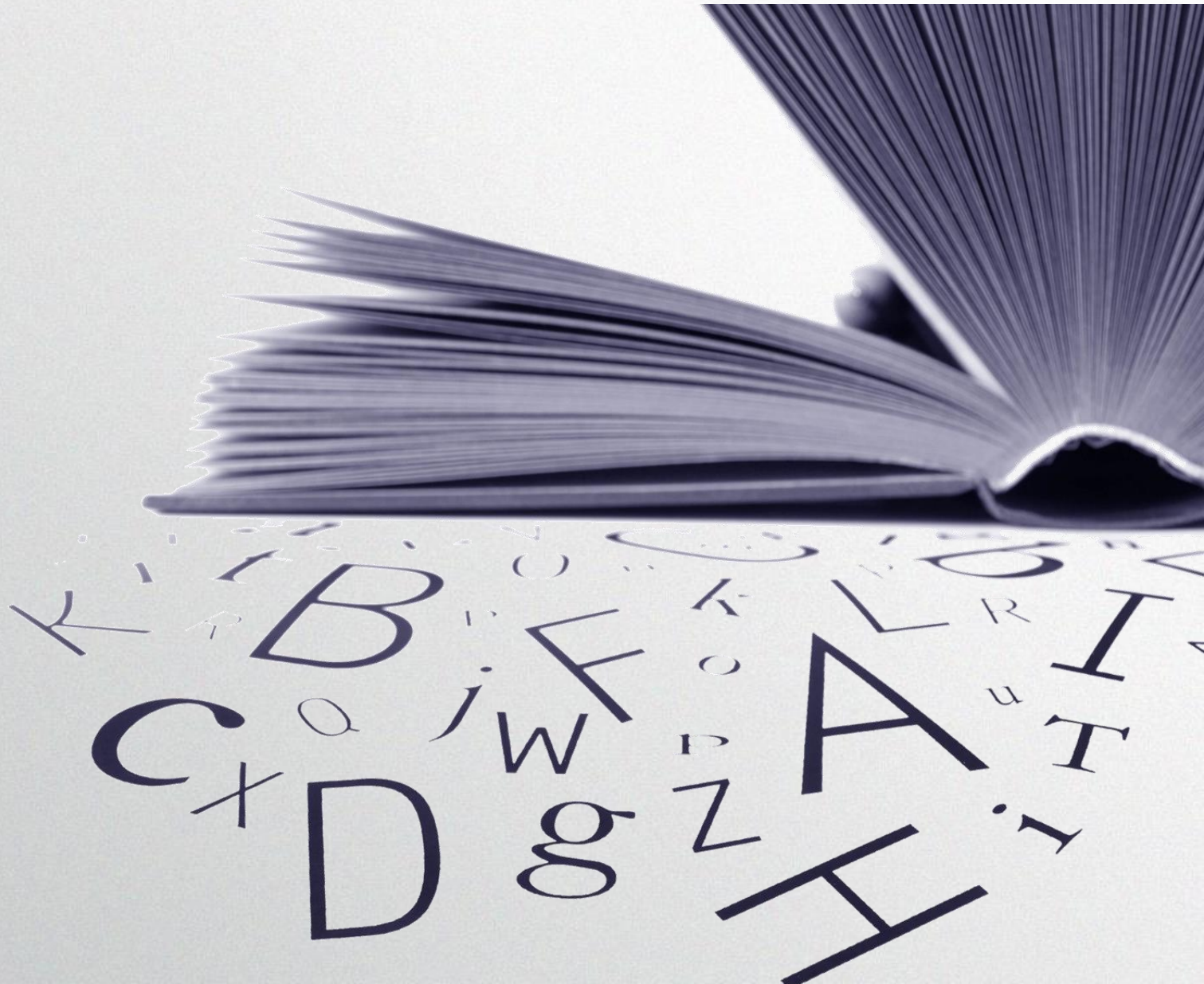
Optimise Your Images by adding keywords in image Alt-tags

Keyword links are seen to have more weight with Google



Keyword Management

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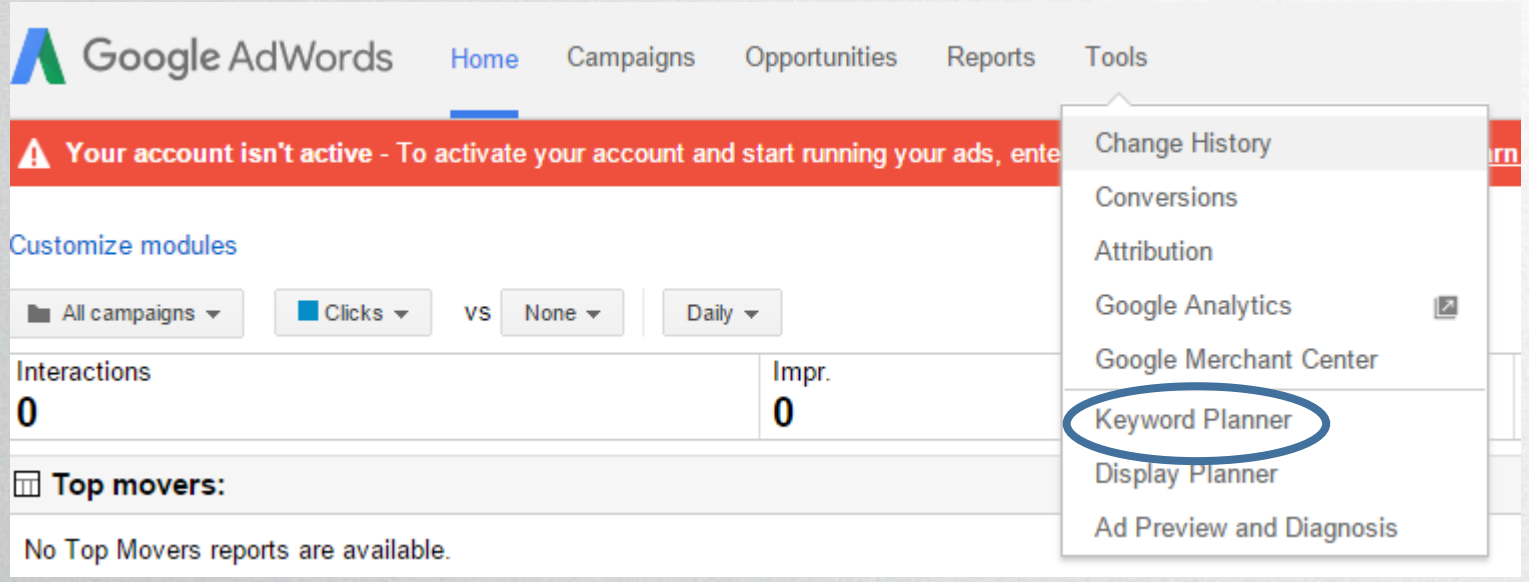
Google



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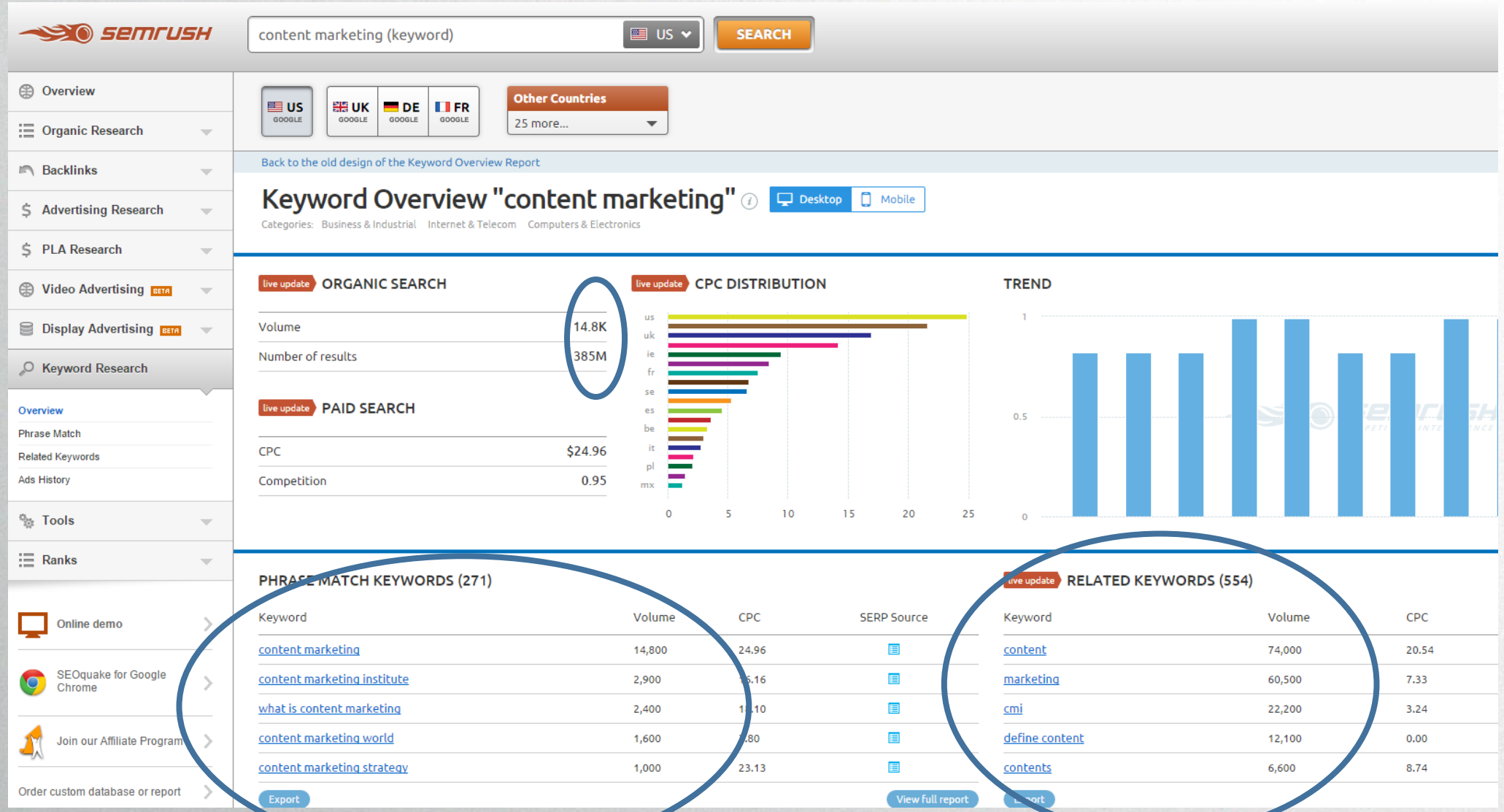

Keyword Management

Keep updating your keyword list to reflect new terms, content, or products

Retire keywords that are no longer relevant to your site or brand

Keyword Management

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For businesses, aligning your keywords with your buyers habits can work well

If you don’t rank for the right terms it can hurt you, but if you rank for the wrong ones it can be just as bad.

Keyword Management

Pitfalls

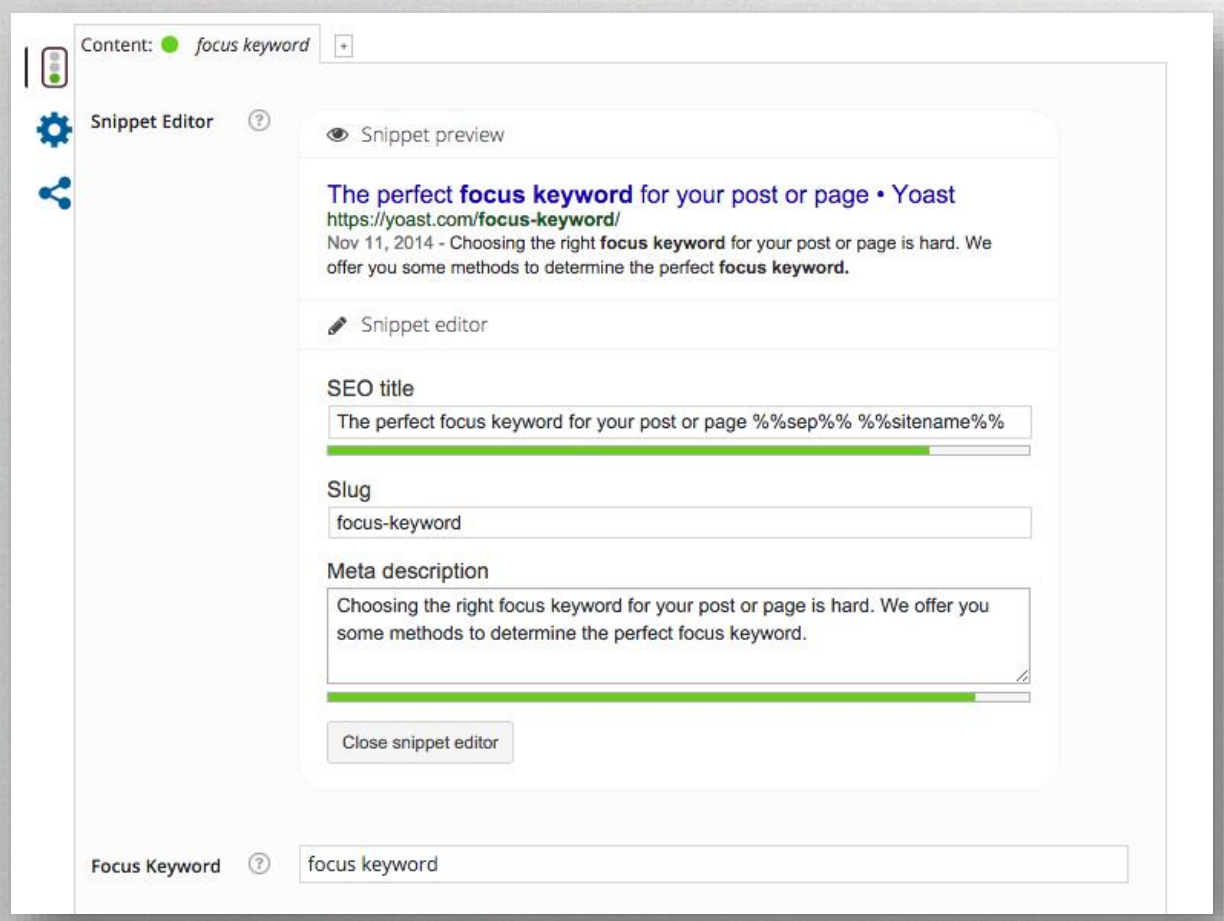
Search Volume

Intent

Longtail terms (don't forget them)

Not a one-off

Keyword Management


Content: focus keyword
Snippet Editor
Snippet preview
The perfect focus keyword for your post or page • Yoast
https://yoast.com/focus-keyword/
Nov 11, 2014 - Choosing the right focus keyword for your post or page is hard. We offer you some methods to determine the perfect focus keyword.
Snippet editor
SEO title
The perfect focus keyword for your post or page %%sep%% %%sitename%%
Slug
focus-keyword
Meta description
Choosing the right focus keyword for your post or page is hard. We offer you some methods to determine the perfect focus keyword.
Close snippet editor
Focus Keyword
focus keyword

SEO Plugin for WordPress

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The Value of Original Content

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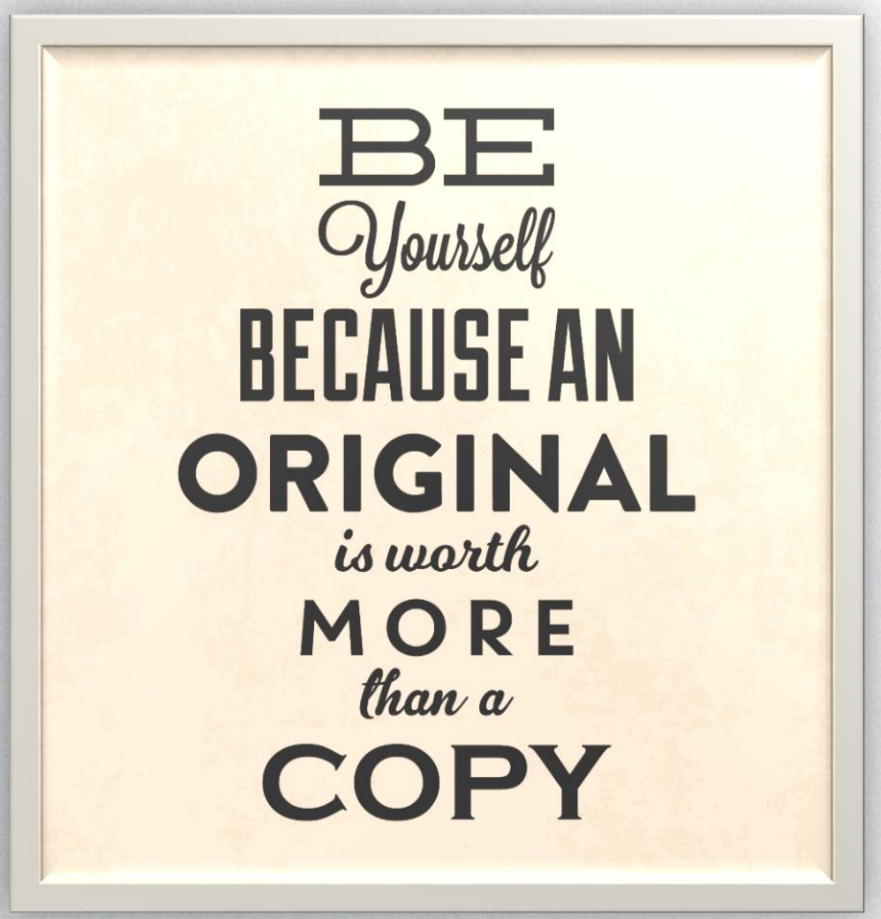
How much of your own content is 100% original?



The Value of Original Content

Which forms of content they most want to learn about in 2016?

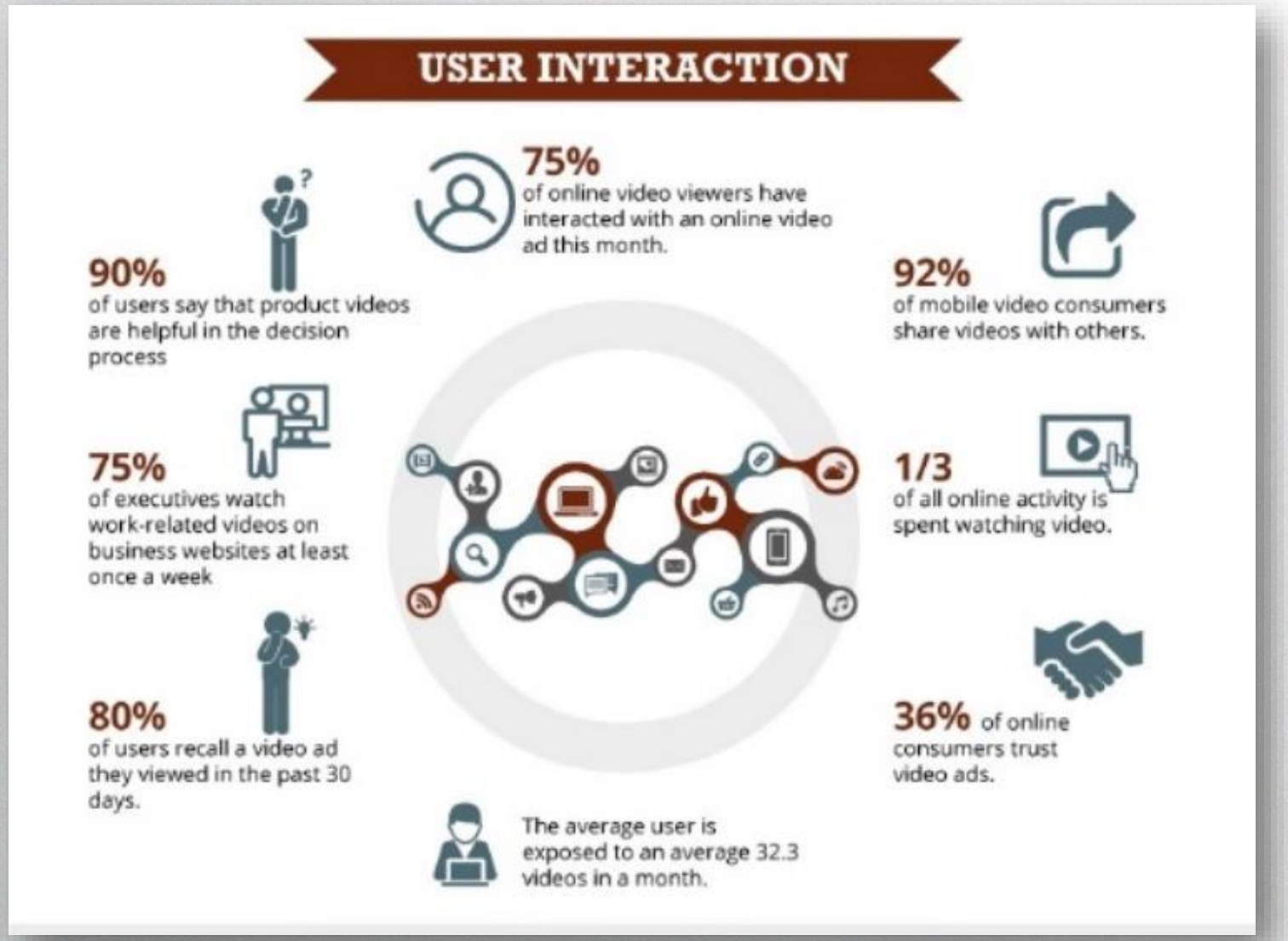
Creating original visual assets took first place, followed by producing original videos

The Value of Original Content

Reach audiences at a deeper level

Relatively low barriers to entry

The Value of Original Content


USER INTERACTION
75%
of online video viewers have interacted with an online video ad this month.
90%
of users say that product videos are helpful in the decision process
92%
of mobile video consumers share videos with others.
75%
of executives watch work-related videos on business websites at least once a week
1/3
of all online activity is spent watching video.
80%
of users recall a video ad they viewed in the past 30 days.
36% of online consumers trust video ads.
The average user is exposed to an average 32.3 videos in a month.

Blog Review

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SMASHING MAGAZINE

Books
eBooks
Tickets
Shop
Jobs

CODING
CSS
HTML
JavaScript
Techniques

DESIGN
Web Design
Responsive
Typography
Inspiration

MOBILE
iPhone & iPad
Android
Design Patterns

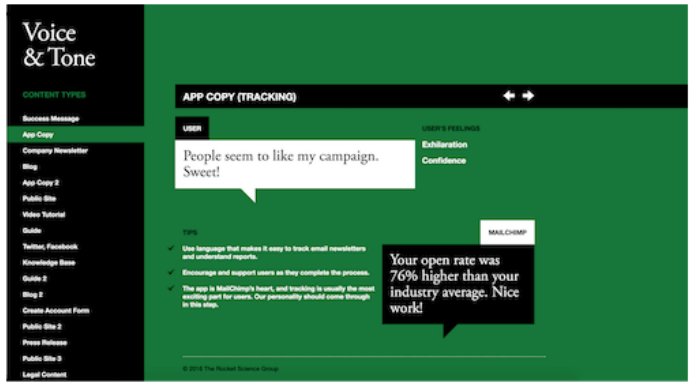
GRAPHICS
Photoshop
Fireworks
Wallpapers
Freebies

Getting Practical With Microcopy

By Rade Brujić

July 28th, 2016 Content Strategy, Copywriting 2 Comments

The first question clients and stakeholders seek answers to with any digital product and/or service today — and rightly so — is how to establish an effective user experience. We, as designers, however, know that good design and a good user experience are rarely achieved by fixating on one discipline, but rather by adopting a multidisciplinary approach.


Voice & Tone
APP COPY (TRACKING)
People seem to like my campaign. Sweet!
Exhilaration
Confidence
Your open rate was 76% higher than your industry average. Nice work!

Summary

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- ✓ What is SEO?
- ✓ The Value of Original Content
- ✓ Understanding Your Metadata
- ✓ How To Find Your Most Searched For Keywords

Next Lesson

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- The next session is **"Should You Start Vlogging?"**
  - What is Vlogging?
  - The Rise of Video
  - Success Stories
  - What Do You Need To Set Up Your Own Vlog?

Q&A

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Next Lesson is

Should You Start Vlogging?

- You will learn about What A Vlog Is, The Reasons for Vlogging & What You Need To Set Up A Vlog
- You will know what it takes to start your own vlog and why it is an activity that could be perfect for you

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support@shawacademy.com

See local numbers on website